

Array Document Customization Helps Modesto Distributor Grow Profits



**Rob Robinson, Vice President
Wille Electric Supply**

Not far from the almonds, apricots, and wine grapes ripening in California's San Joaquin Valley, Modesto-based Wille Electric Supply is harvesting a bumper crop of a different kind. Since implementing Array's Document Customization printing package, the business has reaped a variety of benefits.

While saving both time and money, Wille Electric is enhancing its professional image with a customer base located primarily in the food processing industry. The company creates custom forms in-house on standard 8" x 11" paper, producing higher quality, more easily readable forms for invoices, statements, and pick tickets.

"The Array Document Customization package has really improved our business," according to Rob Robinson, vice president. "We used to have invoice forms commercially printed. We were using a dot matrix printer to fill in the blanks. Likewise, our pick tickets were a three-part, color form – a copy for us, the customer, customer's signature. We spent hours matching them up and filing them."

Robinson conducted a study and determined that the company could save substantial costs annually by eliminating the need for printed forms and associated supplies. He calculated an 18-month payback for the initial investment for Array Document Customization in new laser printers required by the system. Since the savings will be so significant over time, he considers the purchase of the software package a "no-brainer" and "probably one of the best things we ever did."

"We have completely eliminated the old worry of forms inventory control," says Robinson. "And, we consistently present a more professional image to our customers by providing high quality, readable forms with our own logo and graphics."

Cultivating Big Benefits

Trade Service Systems' document formatting package allows a company to download information from Array, merge it with form overlays specifically designed for business applications, and then print the output on a laser printer. The form can also be electronically transmitted directly from the computer system to a customer or vendor. Forms can be designed for custom applications, as well as traditional invoices and statements.

Array Document Customization supports both portrait and landscape printing modes and can use downloadable fonts, printer resistant fonts and font cards. It can perform conditional printing by reading the information as it is being provided from the Array system. Plus, it works on any PCL compatible printer.

Branching Out Where Roots Run Deep

Founded in 1922 by Carl Wille (Rob Robinson's great-grandfather), Wille Electric Supply is firmly planted in northern California. According to Robinson, the internet and Array's web customer service center are helping the company broaden its scope much more...even globally.

Array is a total information technology solution for the wholesale distribution industry from Trade Service Systems. With over 30 years of distribution and IT experience, Trade Service Systems helps you take your business from the Warehouse to the Web. Trade Service Systems' solutions allow you to professionally manage every aspect of your business by tracking and managing costs, putting in place a strategic pricing plan, taking control of your inventory and calculating the value of your customers. Turn your business data into valuable information and make informed, strategic management decisions that resulting in a better bottom line. In addition to the best software solution for distributors, TSS offers an ongoing partnership to help distributors grow, compete and succeed. Contact TSS to discuss a solution that's right for your business.



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